

FIG. 1

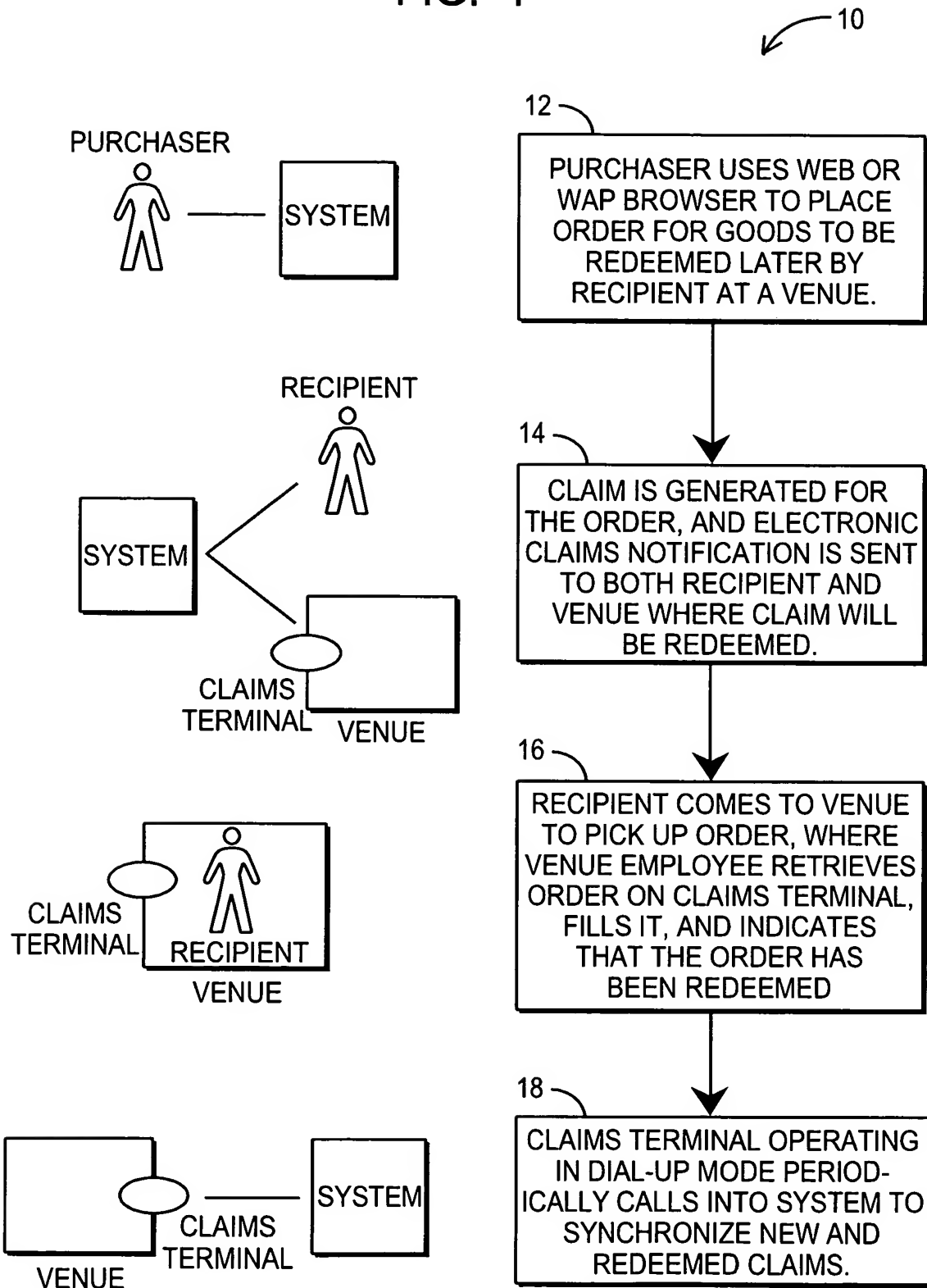


FIG. 1a

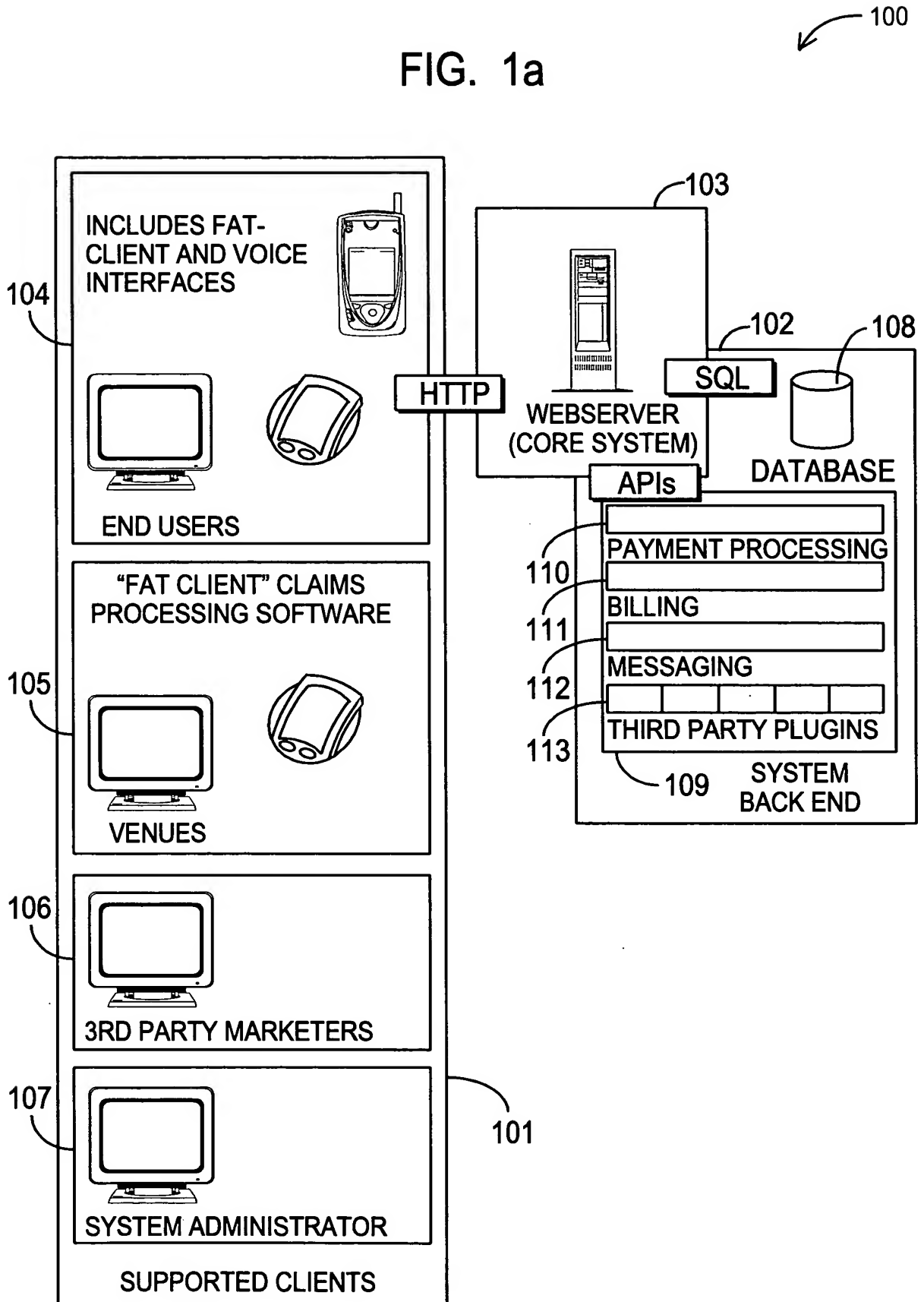


FIG.  
1b

Basic System Overview						
Marketing (pre-login)						
1	Registration/Login	Tour	Registration	Venue Tour	Venue Registration	Contact Us
End-User						
2	Friends	Venues	Personal Acct. Settings	Purchases (Shopping Cart)		
Venue Interface						
3	Description	Menu Items	Account	Claims	Campaigns	
Member Interface						
4	Account	Campaigns	Statistics			
Third Party Marketeers						
5	Account	Campaigns				
Campaign Manager Admin						
6	Campaign Builder	View All Campaigns			Statistics Mining	
Accounting Admin						
7	Venues	Balances				
8	Content Admin - All texts and images			10 Partner Admin - Members, Marketers, Venues		
9	User Admin - Access all user accounts.			11 Master - Approval of all flagged items		

FIG. 2a

200

FIG. 2

FIG. 2a

FIG. 2b

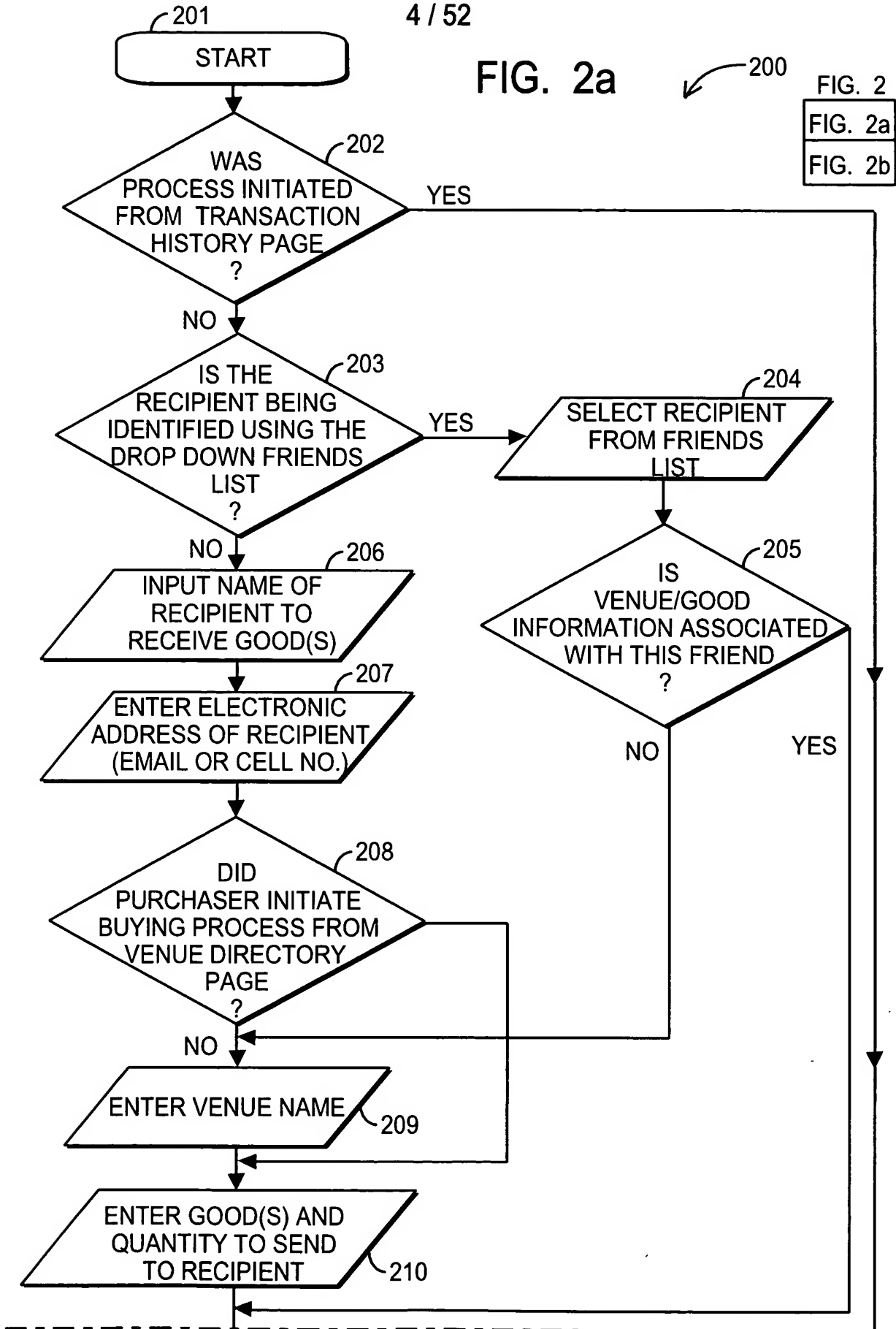


FIG. 2b

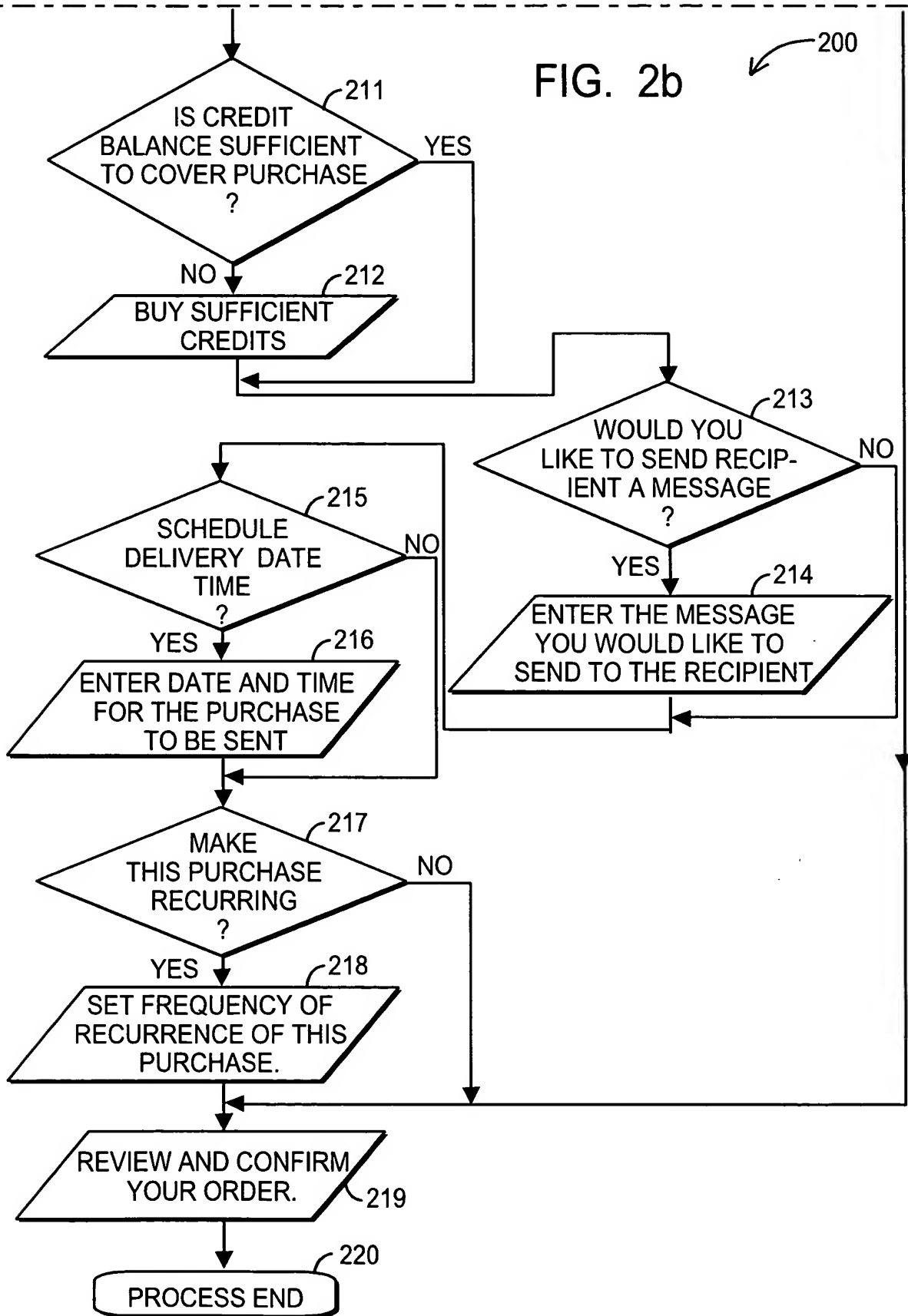
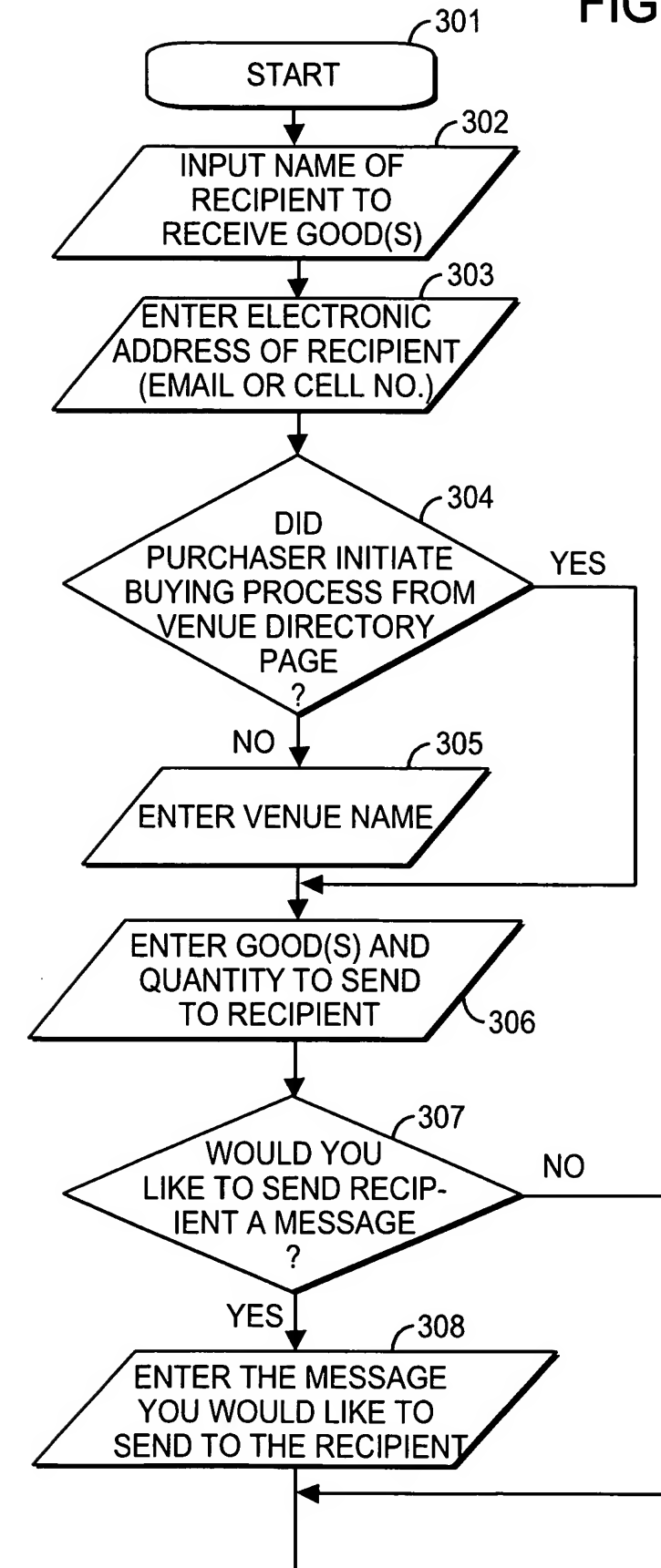


FIG. 3a



300

FIG. 3

FIG. 3a

FIG. 3b

FIG. 3b

300

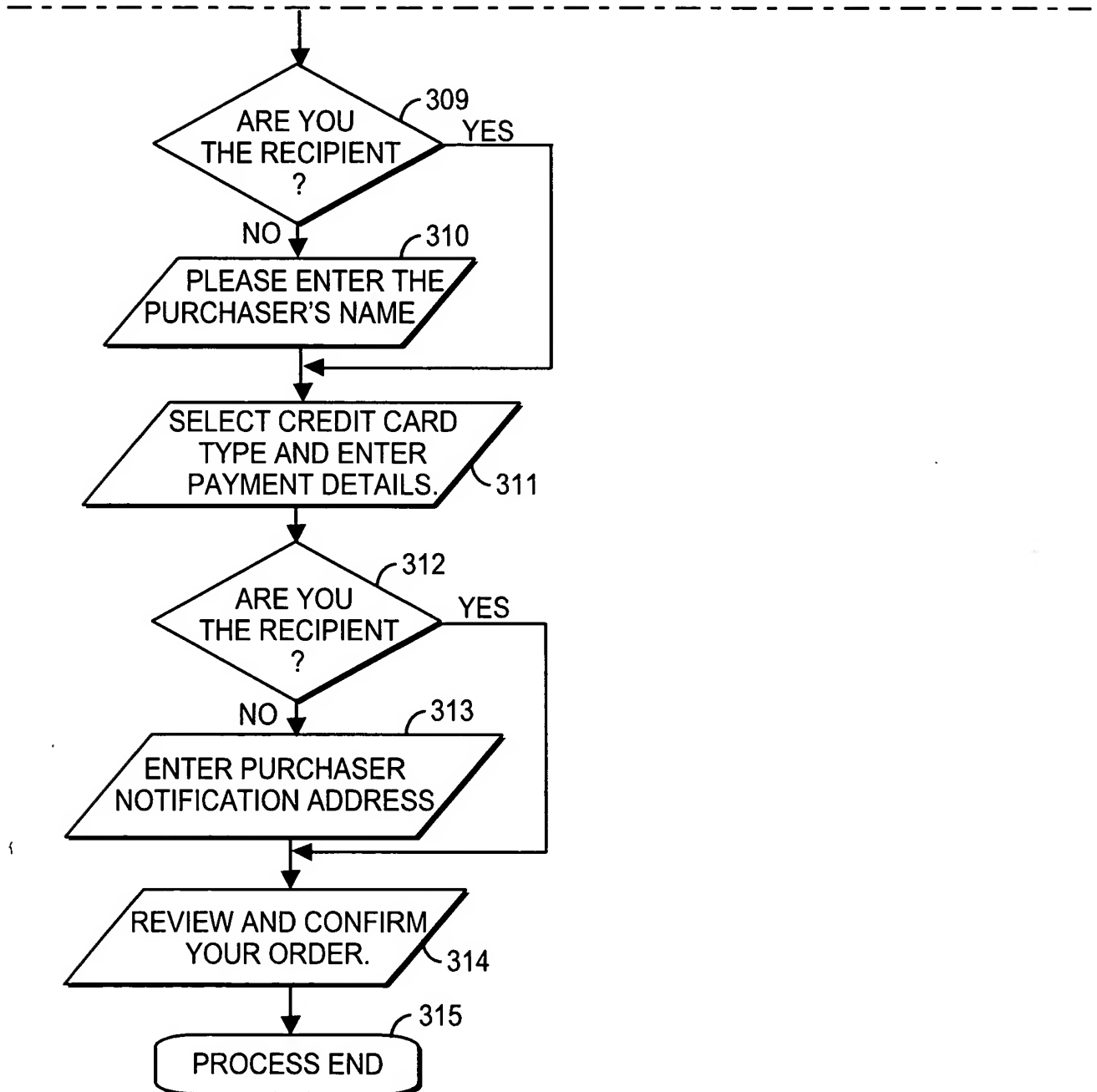


FIG. 4

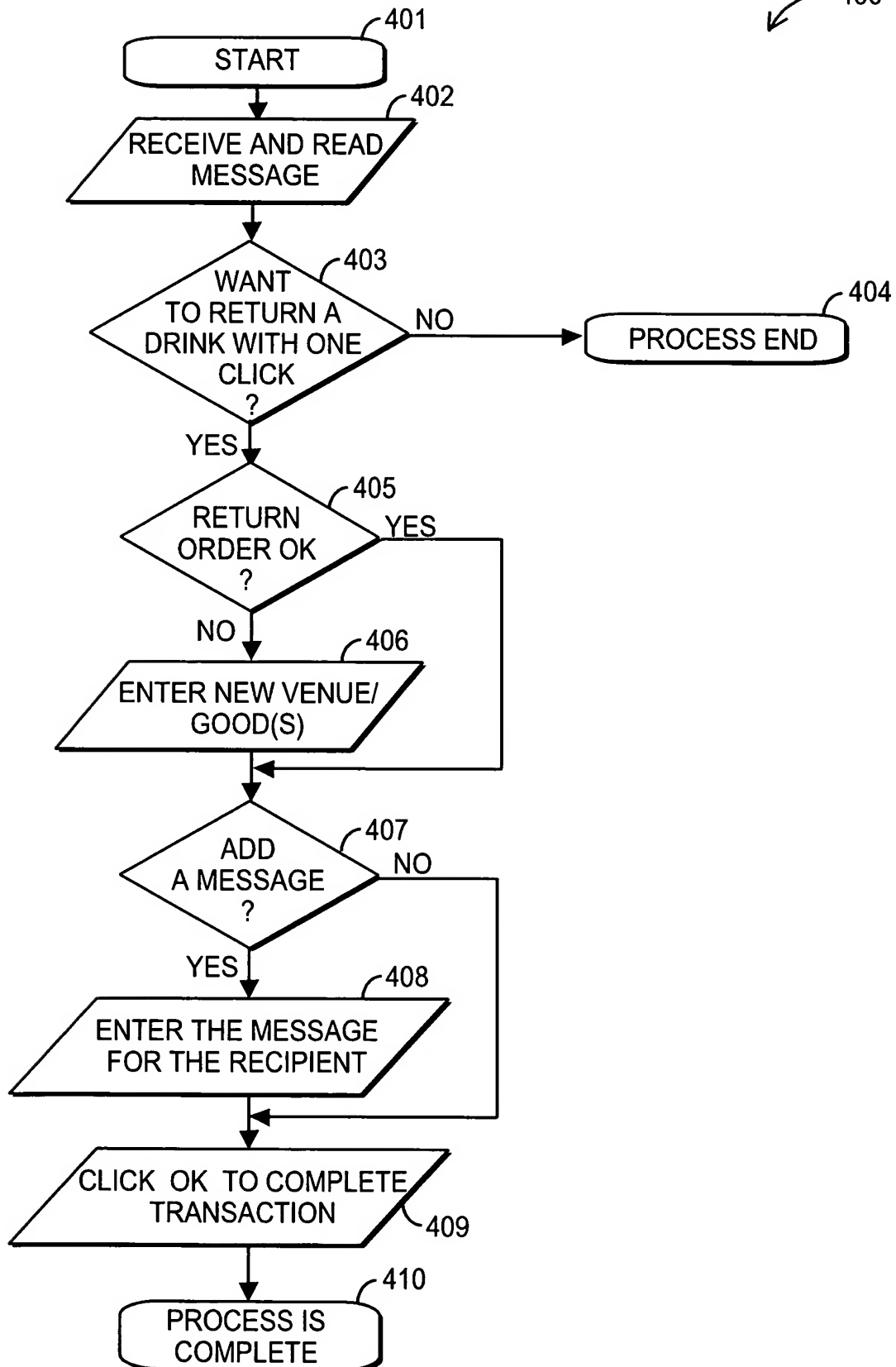




FIG. 5

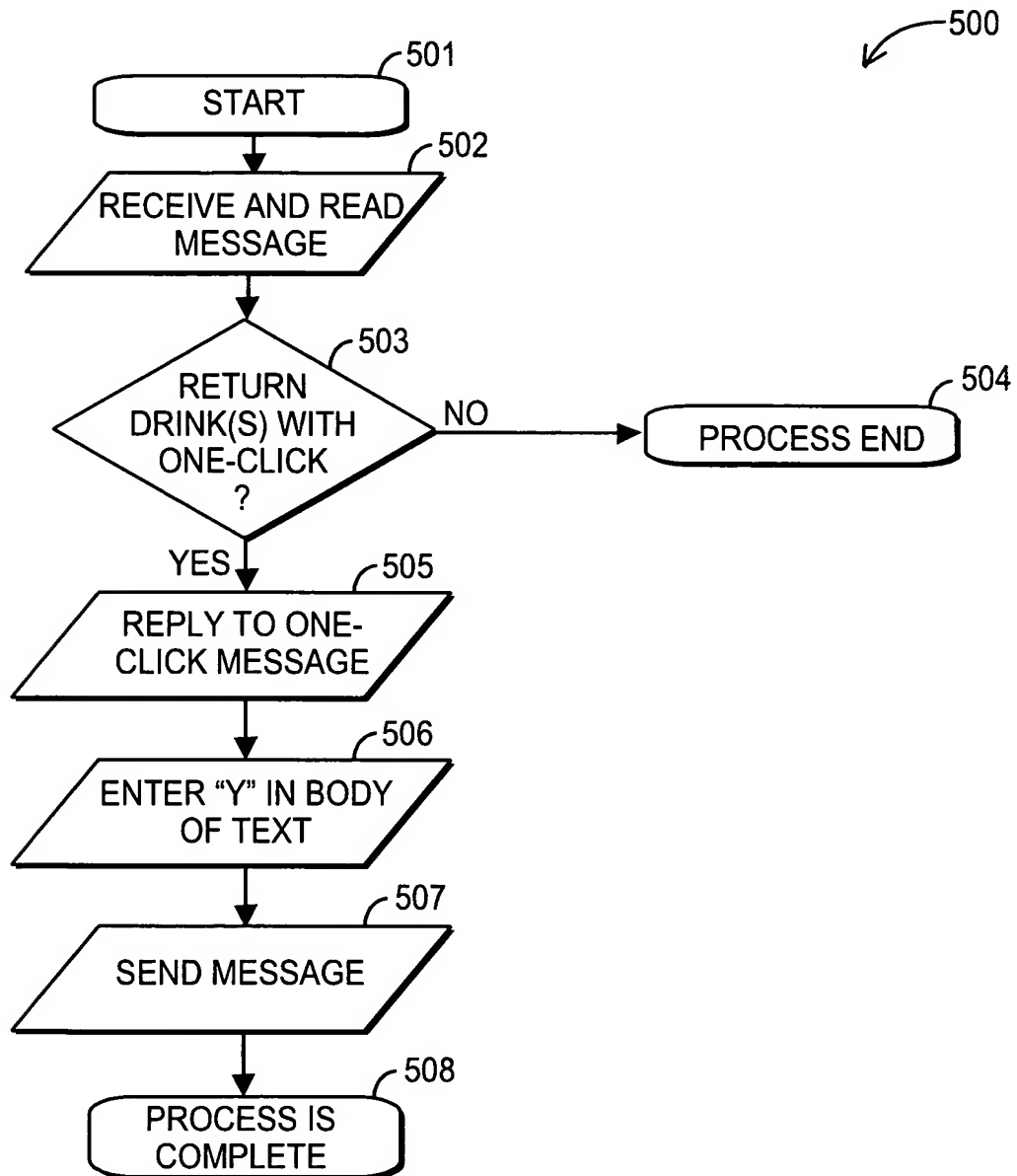


FIG. 6

600

<div> <div>Account</div> <div>Venue Directory</div> <div>Make Purchase</div> <div>Rewards</div> <div>Friends</div> <div>Claims</div> </div>	
home/logout	
<h2>MAKE PURCHASE</h2>	
Identify recipient <input type="text" value="Todd Silverstein"/>	Enter recipient's name in box or select from friends list <input type="text" value="todd@hotmail.com"/>
Build your order <input type="text" value="blind tiger ale house"/>	Set venue name <input type="text" value="Search"/>
<input type="text" value="heineken"/>	Select goods and quantity <input type="text" value="2"/>
<div> <div>             (optional)              Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron           </div> <div>             Enter a message for the recipient or upload a media file  <input type="text" value="c:/images/f..."/> <input type="button" value="Browse"/> </div> </div>	
Schedule delivery (optional) <input type="text" value="2002-12-20"/> <input type="text" value="18:00"/> <input type="text" value=""/> Enter date and time for delivery	
Make order recurring (optional) <input type="text" value="days"/> <input type="text" value="7"/> <input type="text" value=""/> Enter recurrence frequency	
<div> <input type="button" value="Clear"/> <input type="button" value="Review/Confirm"/> </div>	
contact: legal   privacy	

FIG. 7

700

home logout		Home Venue Directory Make Purchase	
<h2 style="text-align: center;">MAKE PURCHASE</h2>			
<p>Identify recipient</p> <p>Enter recipient's name in box</p> <p><input type="text" value="Todd Silverstein"/></p> <p>Enter recipient's e-mail and/or mobile number in box</p> <p><input type="text" value="todd@hotmail.com"/></p>		<p>(optional)</p> <p>Enter a message for the recipient or upload a media file</p> <p><input type="text" value="Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron"/></p> <p><input type="text" value="c:/images/f..."/> <input type="button" value="Browse"/></p>	
<p>Build your order</p> <p>blind tiger ale house <input type="button" value="▼"/></p> <p>heineken <input type="button" value="▼"/></p>		<p>Select payment details</p> <p><input type="text" value="Aaron Whiteman"/></p> <p><input type="text" value="542144784715547"/></p> <p><input type="text" value="àsagatan 43, 112 34 stockholm, sweden"/></p> <p>Confirmation details</p> <p><input type="text" value="aaron@hotmail.com"/></p>	
<p>Enter venue name to search</p> <p><input type="text" value="Search"/></p> <p><input type="text" value="2"/> <input type="button" value="▼"/> Select goods and quantity</p>		<p>Name as seen on credit card</p> <p><input type="text" value="05/04"/> <input type="text" value="MC"/> <input type="button" value="▼"/></p> <p>Enter credit card number, type, expiry date and credit card billing address</p> <p>Enter confirmation address</p>	
		<input type="button" value="Clear"/> <input type="button" value="Review/Confirm"/>	
<p>contact: legal   privacy</p>			

FIG. 8

800

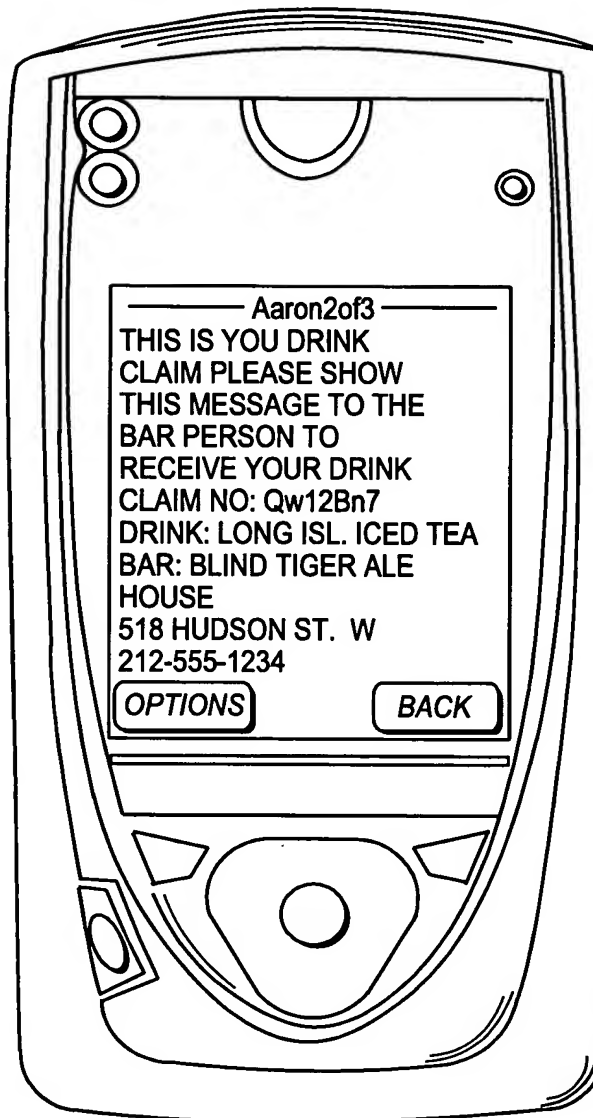


FIG. 9

900

Account

Venue Directory

Claims

Marketing

Contact Administrator

home/logout

VENUE DIRECTORY INFORMATION

Venue information (1 of 2)

Blind Tiger Bar

518 Hudson St.W

212-555-1234

blind@hotmail.com

www.blindtiger.com

Cosy and intimate bar with a good selection of ales and friendly staff

12:00 - 02:00 Daily

Hours of operation

Cancel

Continue

contact: legal | privacy

1000 ↙

FIG. 10

home|logout

Account

Venue Directory

Claims

Marketing

Contact Administrator

VENUE DIRECTORY INFORMATION

Venue information (2 of 2)

club

uncool

karaoke

reviews

Venue Category Information

happy hour

live bands

ladies night

18:00 - 20:00

21:00 - 00:00

18:00 - 20:00

beer 1/2 price

daily

every Tues.

Goods/Pricing schedule

heineken bottle

budweiser bottle

carlsberg bottle

john smiths

\$5

\$4.50

\$6

\$3.95

Events schedule

Free

21 +

Cover charge

Admissions/other policies

Back

Add good(s)

Add event

Save

contact: legal | privacy

FIG. 11

1100

home/logout

AccountVenue DirectoryMake PurchaseRewardsFriendsClaims

FIND A VENUE

Quick search

Search (free text)

Advanced search

new york

live music

happy hour

heineken

Venue location\*

Venue category

Specials and events

Free text

\*required

name, address

Views

3 of 3 results found

Blind Tiger Ale House	
518 Hudson St., (W 10th St.) NYC	<a href="#">details</a>
212-555-1234	
Charlie's Bar	
179 West 13th, NYC	<a href="#">details</a>
212-556-1256	
Divina bar and restaurant	
36 East 22nd, NYC	<a href="#">details</a>
212-227-1245	

Search

contact: legal | privacy

FIG. 12

1200

Account

System Setup

User Management

Marketing

System Management

home/logout

Promotions | Create new promotion | Data Mining

Push Campaign | Reward

CREATE SURVEY

survey

▼

Create

General information

Christmas Drinks

Survey title

2002-12-01

Survey start date

2002-01-01

Survey close date

10

per question

▼

Reward points

Target profile (optional)

Xmas

M,21-23, USA, Beer

Edit

Dear user, this is a survey to all of you having a few drinks this Christmas.

Survey text (text to user asking for participation)

20

Number of prizes (optional)

You could be the proud owner of the new apple iPod.

Enter prize description

(optional)

c://images/f...

Browse

Sponsor logo

Clear

Continue

contact: legal | privacy



FIG. 13

1300

Account

System Setup

User Management

Marketing

System Management

home|logout

Promotions | Create new promotion | Data Mining  
Push Campaign | Reward

CREATE SURVEY QUESTIONS

Current survey questions

Adding question 11

Question label  
Rudolf

Question text  
Do you prefer rudolf or dasher?

Encoding type  
encoded list

How many items in the list?  
2

Encoding 1  
rudolf

Encoding 2  
dasher

Cancel Save

contact: legal | privacy

1. How much money will you spend on going out this Christmas?

2. Will you be spending Christmas away this year?

3. Do you think you will buy alcohol as any presents this year?

4. What is your favorite drink during the Christmas period?

5. Do you stock up alcohol for the holiday period?

6. How many people will you celebrate Christmas day with?

7. Do you make any traditional drinks during the holidays?

8. Is Christmas a religious event for you?

9. What would be your dream Christmas present?

10. Which date do you celebrate Christmas?

FIG. 14

Account		System Setup		User Management		Marketing		System Management	
home/logout		Promotions   Create new promotion   Data Mining Push Campaign   Reward							
<b>PREVIEW</b> (as seen by user)									
Dear Todd,									
Many thanks for taking the time to complete this survey. Upon completion of the questions and submission, we will credit your account with 20 credits which you may use on future purchases.									
Many thanks!									
1. How many drinks do you consume a week?									
2. Where will you spend your Christmas vacation?									
3. How much do you spend on drinks a week?									
4. What time do you normally go out?									
5. What drink is your favorite drink?									
6. Do you want additional information from us?									
<div>Back</div>									
contact: legal   privacy									

FIG. 15

1500

Account		Marketing		Contact Administrator	
home\logout		Promotional   Create new promotion   Push campaign   Reward			
CREATE REWARD					
Sir Drinkalot	Program name (internal)	2002-12-01	Reward posting date		
Winter special	Reward name	2002-12-31	Reward close date		
Get your handcrafted glogg glass!!!	Reward description	club	Category class		
c://photo/glog	Reward picture	brewery	Company class		
Beer trading Inc.	Reward offered by	28	Points required to redeem the reward		
c://images/lo..	Reward offered by logo	Credit user/Debit 3	Service choice		
				Clear	Save
contact: legal   privacy					

FIG. 16

1600

home/logout

AccountMarketingContact Administrator

Promotional | Create new promotionPush campaign | Reward

## CREATE PUSH CAMPAIGN

Sir Drinkalot

Campaign name (internal)

message

Campaign category

drinks | male, 35-40, USA

Edit

Campaign text - enter text and/or cut-and-paste html or upload graphics

Estimate cost

Estimate cost of campaign

Set return address

Campaign result will be processed as: url or info included in message body

\$25,000

Set campaign cap

Sir@drinksalot.com

Email/URL

2002-12-01

Set delivery date

Set frequency

one time

Campaign type

HTML e-mail

HTML e-mail

Cancel

Clear

Preview

Save

contact: legal | privacy

FIG. 17

1700

home/logout

AccountMarketingContact Administrator

Promotional | Create new promotion  
Push campaign | Reward

BUDGET TARGET PROFILE

Select Variables

designer brands

- sunglasses

- footwear

- watches

- clothes

- surfwear

- personal media

age

- 20 - 30

- 31 - 40

gender

- female

- male

country

- sweden

sunglasses

oakley

police

addidas

rayban

nike

gucci

mad dog

polaroid

Add>>

<<Remove

Estimated record matches: 14,909

Number of parameters chosen: 1

Estimated campaign cost: \$14,909

Profile

designer brands

- sunglasses

- oakley

- mad dog

Cancel

Clear

Save

contact: legal | privacy



FIG. 17b

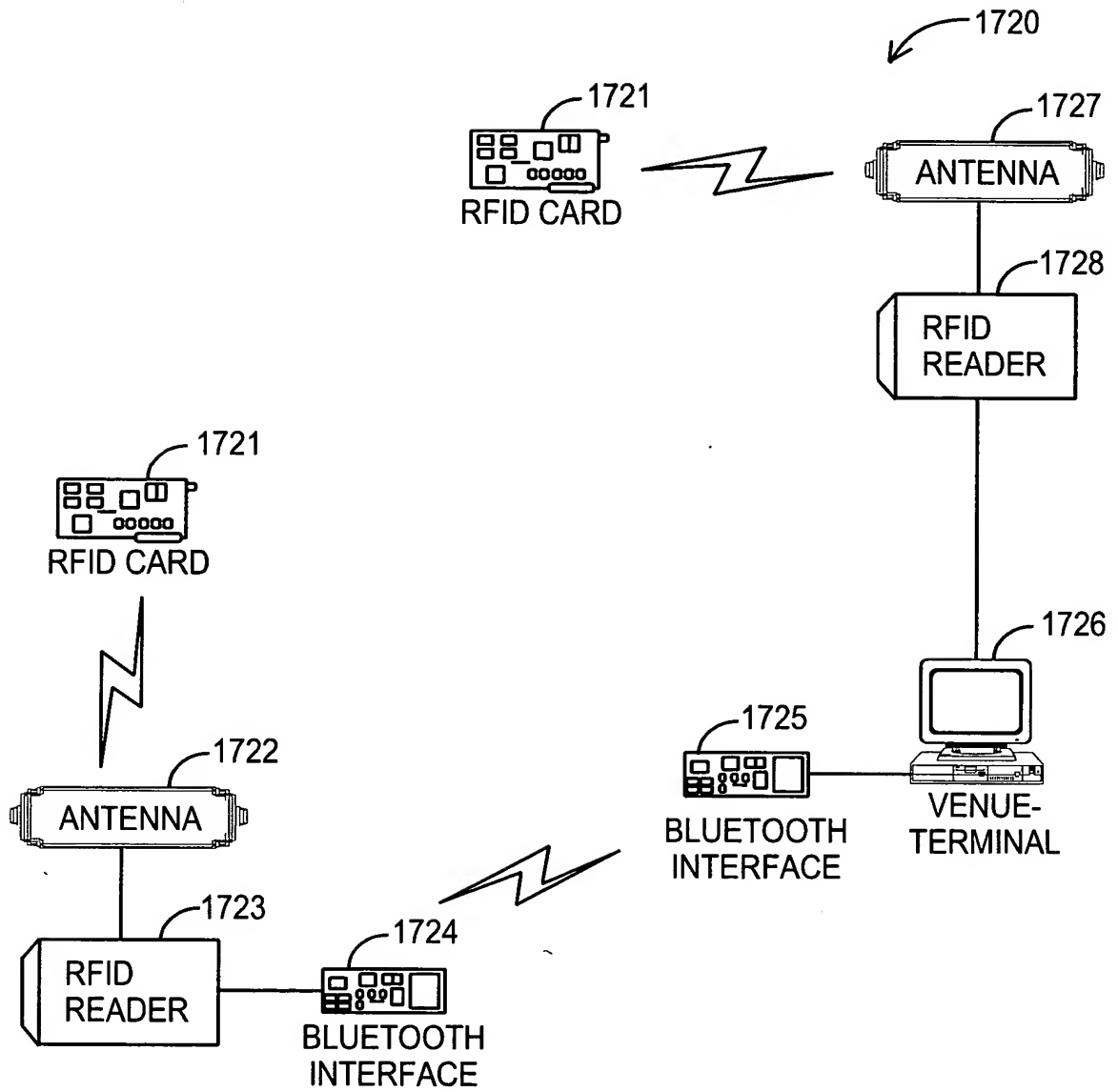


FIG. 18

1800

Account

System Setup

User Management

Marketing

System Management

home|logout

Current Administrators | Add New Administrator

EDIT ADMINISTRATOR DETAILS

Current administrators

Johan Johansson  
Aaron Whiteman  
Todd Silverstein

Change details

johnjohansson

Username

\*\*\*\*\*

Enter current password

\*\*\*\*\*

Enter new password

\*\*\*\*\*

Confirm new password

Cancel

Delete

Save

contact: legal | privacy



FIG. 19

1900

Account

System Setup

User Management

Marketing

System Management

home|logout

Current Administrators | Add New Administrator

ADMINISTRATORS

Current administrators

Johan Johansson

Aaron Whiteman

Todd Silverstein

Back

Delete

Edit

Add new

contact: legal | privacy

FIG. 20

<div>AccountSystem SetupUser ManagementMarketingSystem Management</div>			
home/logout			
<div>SYSTEM SETUP</div> <p>Sytem setup includes features for establishing the system's initial structure and operating parameters. Once the system has gone live, most of the setting will be permanent and no changes will be allowed. To access any of the features below, please select the contact link.</p> <div><div>Interface</div><div>Design of user registration</div><div>Reward encodings</div><div>Design of distributed directory listing</div><div>System parameters</div></div>			
<div>contact: legal   privacy</div>			

FIG. 21

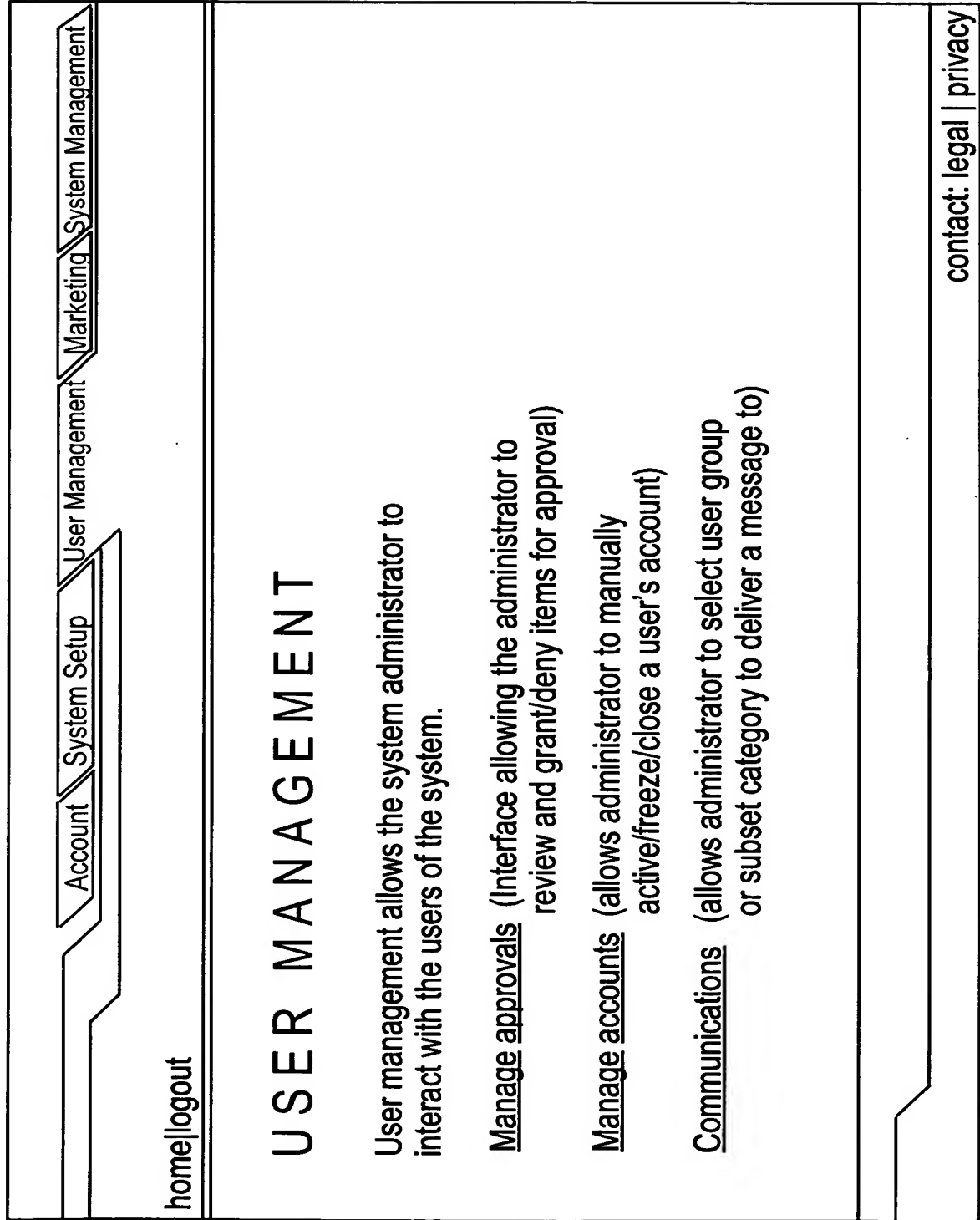


FIG. 22

<div>AccountSystem SetupUser ManagementMarketingSystem Management</div>			
home/logout			
<div>SYSTEM MANAGEMENT</div> <div>System management tools functionally includes tools for managing/monitoring the system. To use any of the tools, please following the link below.</div> <div><a href="#">System monitoring/maintenance</a></div> <div><a href="#">Scaling/Load balancing</a></div> <div><a href="#">Performance reports/testing</a></div>			
<div>contact: legal   privacy</div>			

FIG. 23

2300

home

Venue Directory

Make Purchase

home|logout

WELCOME!

username

password

☐ Remember me

Register

venue search

make purchase

login

search

tell me more

contact: legal | privacy

FIG. 23a



FIG. 24

2400

<div>Account</div> <div>Venue Directory</div> <div>Make Purchase</div> <div>Rewards</div> <div>Friends</div> <div>Claims</div>	
home logout	
Profile   Payment	
PROFILE	
Name:	<input type="text"/>
Username:	<input type="text"/>
Pasword:	<input type="text"/>
Messaging address (primary):	<input type="text"/>
Messaging address (secondary):	<input type="text"/>
Messaging address (other):	<input type="text"/>
<div>Back</div> <div>Edit</div>	
contact: legal   privacy	

FIG. 25

2500

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

home/logout

Profile | Payment

EDIT PAYMENT INFORMATION

Credit card details

5521 4415 5487 6589

Credit card number

04/03

MC

Expiry date and card type

Aaron Whiteman

Name on card

åsagatan 43, 112 34  
stockholm, sweden

Billing address

☒ Set as primary

5521 4415 5487 6589

4269 \*\*\*\* 4521

Cancel

Save

contact: legal | privacy



FIG. 26

2600

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

TODD LIGHTNINGROD

OPEN CLAIMS

received

purchased

date	order	total	status
020504	3 mapleleaf, Alcazar	234 SEK	received
030404	1 beer	50 SEK	purchased

resend

print

delete

ORDER HISTORY

date	order	recipient
300404	1 martini, Berns hotel	Aaron Whiteman
250404	2 Mai Thai, Bongo	Lisa Stace
200404	3 beer, Lydmar Hotel	multiple
180404	1 martini, Grand Lobby	Gustav Ressie
020404	multiple	multiple
160304	1 martini, Berns hotel	Owen Little

total

80 SEK

150 SEK

115 SEK

80 SEK

946 SEK

80 SEK

COUPONS

description	condition	value
2 for 1 heineken any bar		50% o.p.
1 free beer	at Anno 1647	45 SEK

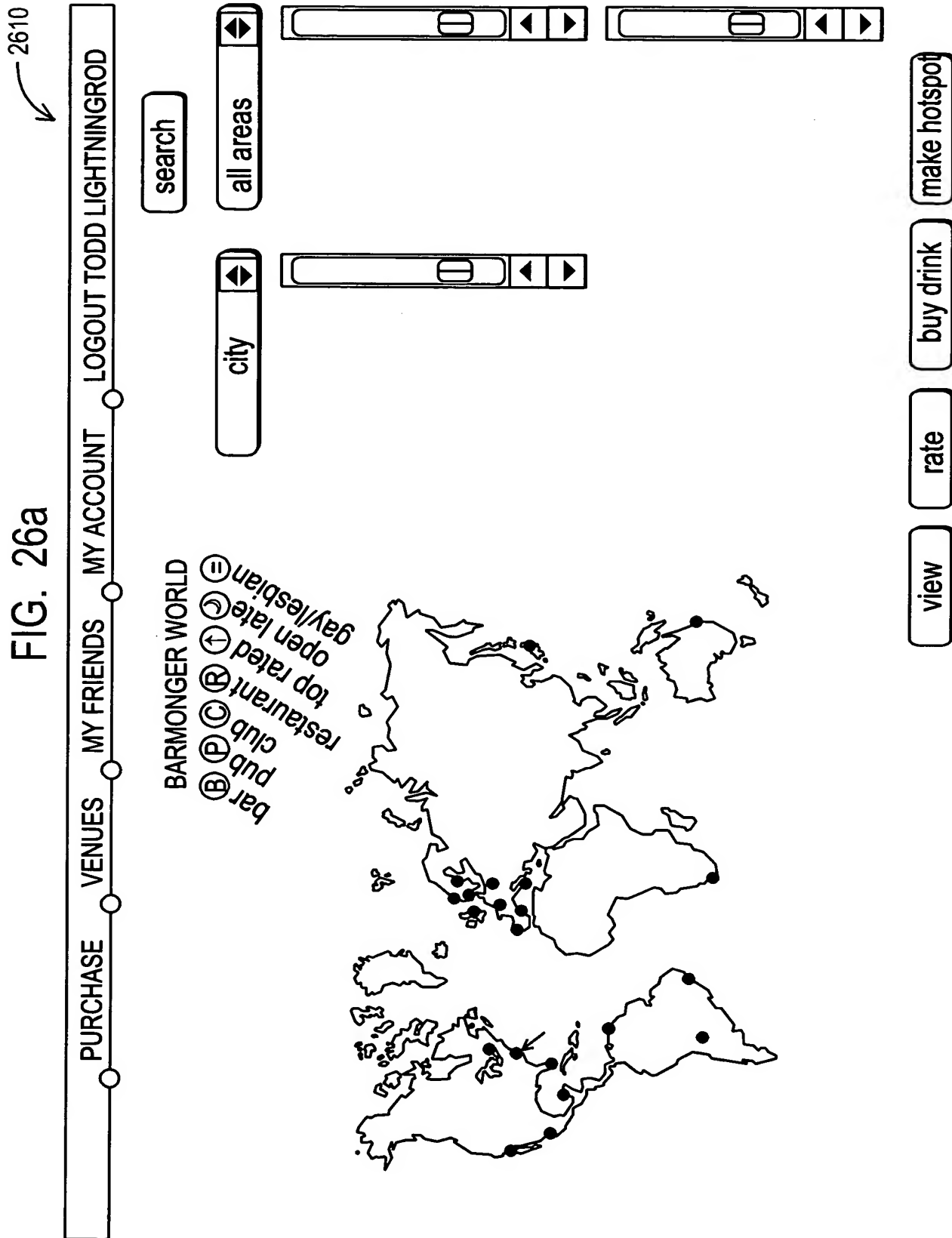
use

delete

use as template

done

FIG. 26a





2620



2630

FIG. 26C

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

search

New York

Acapulco

Armageddon club

Atmosphere

Apocalypse bar

Barabas

Brown bed bar

Chaos club

Cracklab

Dig

Dreamland

Eclectic club

Esmerized

L east side

Beer

Cosmopolitan

Dagens

Manhattan

Margarita

Metropolitan

Pina Colada

Red wine, glass

Red wine, bottle

White wine, glass

White wine, bottle

NEW YORK, LOWER EAST SIDE

bar  
pub  
club  
restaurant  
top rated  
open late  
gay/lesbian

Description

Atmosphere: club, top rated

Canal St. 254, Manhattan, NY 11200

T:+1 719 435 7601; H:M-ST 22-06

Atmosphere is a classic garage and house club.

view

rate

buy drink

make hotspot

2700

FIG. 27

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

home|logout

One-click | Hint-Hint | Friends list

EDIT ONE-CLICK SETTINGS

Favorite venue

Spy Bar, Stockhlom

Search

Favorite goods

Heineken

Cancel

Save

contact: legal | privacy

FIG. 27a

2710

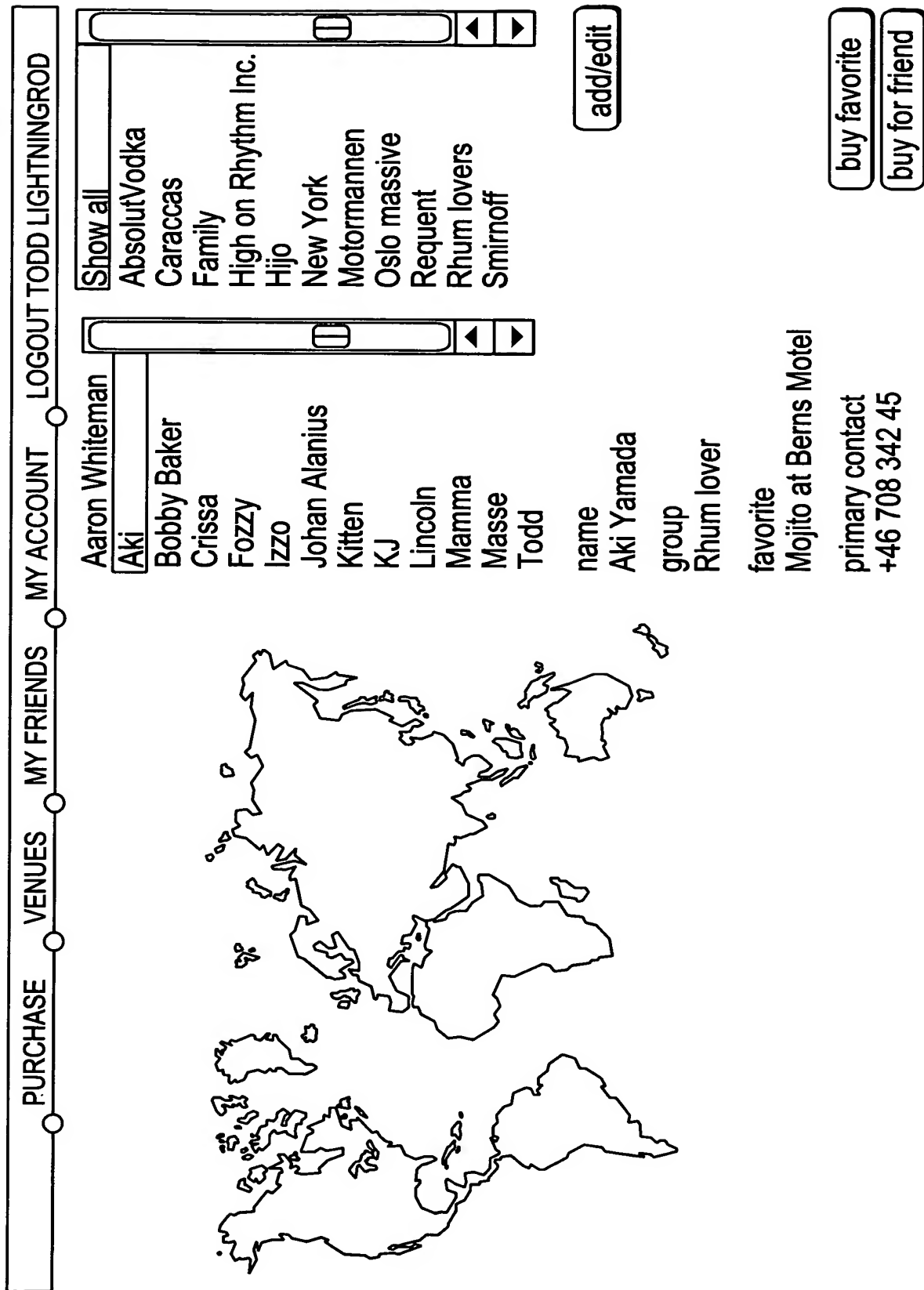


FIG. 27b

2720

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

MANAGE FRIENDS

first

last

mobile phone

e-mail

group

ok

MANAGE GROUPS

group name

friends

ok

show all

Barcelonas

Requent

Hijo

High on Rhythm Inc.

Caraccas

Absolut Vodka

Smirnoff

Family

New York

Rhum lovers

Oslo massive

edit

remove

edit

remove

done

2800

FIG. 28

home/logout

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

One-click | Hint-hint | Friends list

ADD EVENT

Event settings

anniversary

Event type

Don't forget our wedding anniversary!

Event recipients (from friends list)

Todd Silverstein

Mark Tierney

Zaheed Haque

Johan Jonsson

Add>>

<<Remove

Venue

Spy Bar, Stockholm

Goods

Heineken

Send date

2002-12-14

Make recurring

weekly

Cancel

Clear

Save

contact: legal | privacy



FIG. 28a

2810

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

friend

event

month

make recurrent

add

group

day

yes

no

ACTIVE HINTS

hint	event	date	send	recurrent
Viktor Jimenez	new year	31/12	on date	no
Theodor Khalifatidis	my birthday	12/2	on date	yes
Svunko Souvtaxi	my birthday	25/10	on date	yes
Sugar Pie	our anniversary	10/3	three days before	no

delete

done

2900

FIG. 29

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

homellogout

One-click | Hint-hint | Friends list

EVENTS SCHEDULE

Event	Venue/goods	Date	Status
Birthday	Riche/Bottle of wine	2002-09-12	Open
Anniversary	Window Ban/Heineken	2002-09-09	Open
Weekend	Seaside/Manhattan	2002-09-01	Open
Christmas	Sturehof/Carlsberg	2002-12-23	Open
New Year	Atlantic Bar/Champagne	2002-12-31	Open
Soccer game	Blue Moon Bar/Gin tonic	2002- 08-12	Open

Back

Add event

contact: legal | privacy

3000

FIG. 30

home/logout

AccountVenue DirectoryMake PurchaseRewardsFriendsClaims

One-click | Hint- hint | Friends list  
Settings | View friends list

VIEW FRIENDS LIST

View and delete friends

Todd Silverstein

Mark Tierney

Zaheed Haque

Johan Jonsson

Edit friend

Mark Tierney

Name

mark@hotmail.com

Address

guinness

Favorite goods

wirströms pub

Favorite venue

CancelDeleteClearSave

contact: legal | privacy

FIG. 31

3100 ↙

Home		Venue Directory		Make Purchase	
home					
<b>REGISTRATION</b>					
User info.					
aaronwhiteman		Username			
*****		Password			
*****		Confirm password			
Payment info. (optional)		Credit card number			
5521 4568 4589 2234		5521 4568 4589 2234			
04/03		MC		Expiry date and card type	
Aaron Whiteman		Name on card			
àsagatan 43, 112 34 stockholm, sweden		Billing address			
<input type="checkbox"/> Save my details					
Purchase credit					
20		Number of credits to purchase			
		Value in selected currency			
Contact info.					
aaron@hotmail.com		E-mail (required)			
+46 777 555 123		E-mail or Mobile (optional)			
Rewards registration (optional)					
Register		Tell me more			
One-click registration (optional)					
Register		Tell me more			
Referred from (optional)					
		Referral e-mail			
Cancel		Submit			
contact: legal   privacy					

3200

FIG. 32

Home		Venue Directory		Make Purchase	
home		Register   Rewards Registration			
REGISTRATION (1 of 3)					
Opt-in settings					
periodic surveys		▼		Tell me more	
<input checked="" type="checkbox"/> Sign me up		other offers		▼	
<input type="checkbox"/> Sign me up				Tell me more	
How we contact you					
aaron@hotmail.com		▼		To which address	
2		▼		Max. number of messages per week	
coupons				Tell me more	
<input type="checkbox"/> Sign me up					
				Back	
				Continue	
contact: legal   privacy					

FIG. 33

3300

home

Home

Venue Directory

Make Purchase

Register | Rewards Registration

REGISTRATION (2 of 3)

Demographic information

swedish

▼

Language

28

Age

sweden

▼

Country

manager

▼

Occupation

stockholm

State/County

\$46,000 - \$60,000

▼

Income

11234

Postal/Zip Code

no

▼

Are you planning to switch jobs in the next six months?

male

▼

Gender

Back

Clear

Continue

contact: legal | privacy

FIG. 34

3400

Home		Venue Directory	Make Purchase
home		Register   Rewards Registration	
REGISTRATION (3 of 3)			
Interests			
slitz	Favorite magazines	ice hockey	Favorite sports
weekly	Frequency of drinking	hip-hop	Favorite music type
rent	Own or rent home	MTV	Favorite TV show
oakley	Favorite designer brand	breitling	Favorite brand of water
monthly	Frequency of going out	maserati	Favorite car
thailand	Favorite travel destination		
		Back	Clear
		Save	
		contact: legal   privacy	

FIG. 34a

3410 ↙

☐ PURCHASE
 ☐ VENUES
 ☐ MY FRIENDS
 ☐ MY ACCOUNT
 ☐ LOGOUT TODD LIGHTNINGROD

CONTACT

primary address/number

secondary address/number

WAP pin

cell phone



STORED PAYMENT INFO

☒ VISA
 ☐ MC
 ☐ DI
 ☐ AMEX

cc  exp. date

street address

zip/postal code/city

country

PASSWORD

new password

confirm new password

OPT-IN SETTINGS

global

☒ on
 ☐ off

sent to

☐ primary only
 ☐ secondary only

☒ both

INSTANT RECIPROCITY SETTINGS

active profile

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4

city

venue

item

PROFILE

- occupation: plumber
- income: 10 000 0 50 000 \$/year
- planning to switch jobs: yes
- own/rent home: own
- frequency of going out: 3-5 days a week
- favorite music: alternative, dance, rock
- favorite magazine: Plumbers Digest
- favorite TV show: Marineworld
- favorite car: Volvo P1800
- favorite sport/game
- favorite travel destination: Stockholm

edit

claims/coupons

save changes



TODD LIGHTNINGROD

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

occupation

**income**

- ☐ 0 -1000 \$/year
- ☐ 1000 - 10 000 \$/year
- ☒ 10 000 - 50 000 \$/year
- ☐ 50 000+ \$/year

# are you planning to switch jobs?

- ☐ yes ☐ no

## own/rent home?

- ☐ own ☐ rent

## frequency of going out

- ☐ everyday  
☒ 3-5 days a week  
☐ 1-2 days a week  
☐ once a month  
☐ never

## favorite music

- ☒ alternative ☐ metal  
☐ classic ☐ pop  
☐ dance ☐ rock  
☐ funk ☐ soul  
☐ jazz ☐ I don't like music

**favorite magazine**

◀▶

magazine

◀▶

TV show

◀▶

brand of watch

◀▶

car

◀▶

sport

◀▶

travel destination

done

FIG. 35

3500

Home

home

REGISTRATION

User information

philbrowne

Username

\*\*\*\*\*

Password

\*\*\*\*\*

Confirm password

Contact info.

Phil Browne

Contact name

+44 207 883 5544

Contact phone number

phil@beer.com

Contact e-mail

Beer Trading deposit

Business name

Highfield Road 12.  
London, W1K 2PJ

Business address

+44 207 883 0000

Business phone number

Payment info.

Beer Trading deposit

Account name

+44 207 883 5544

Account number

bt775439

EFT/swift number

Cancel

Submit

contact: legal | privacy

FIG. 36

3600

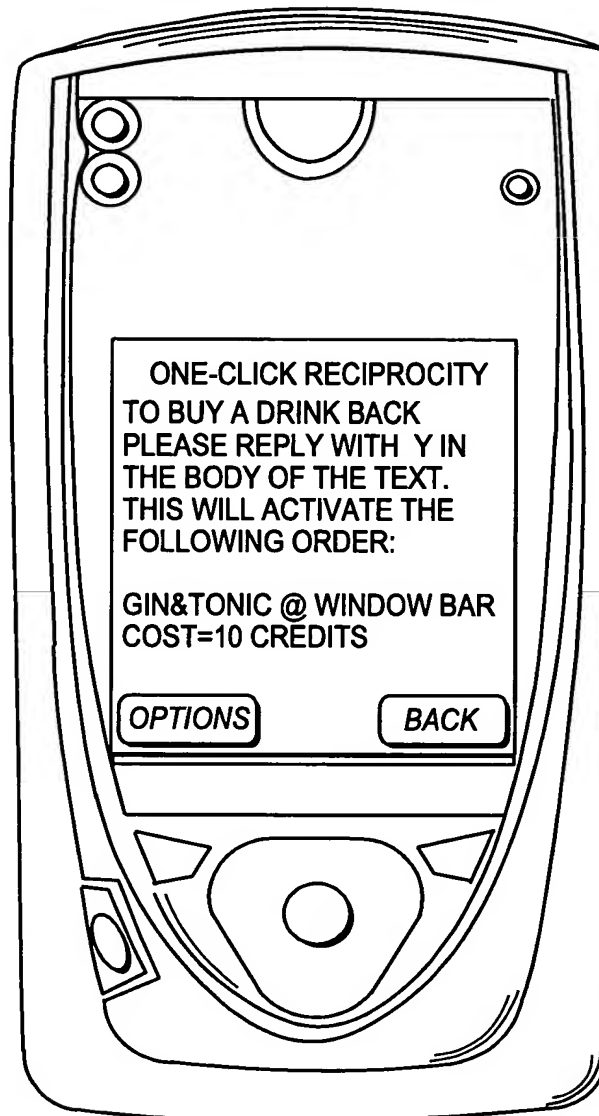


FIG. 37

3700

